

Choose the correct words in *italics* to complete sentences 1–6.

- 1 We use a lot of social media to *promote* / *attract* our products.
- 2 We *get* / *offer* discounts to customers who spend more than €150.
- 3 We didn't *conduct* / *reach* a very good campaign and sales were disappointing.
- 4 They've added an 'Employment' page to their website to *increase* / *advertise* awareness of their recruitment policies.
- 5 If you want to *reach* / *boost* sales, try reducing prices.
- 6 We need to rethink our advertising if we want to *promote* / *reach* a younger audience.